

Happy 2025, happy new year to you. I hope that 2025 brings you everything you wish for and so much more

today, I want to share what is coming in 2025 for you at Acupro Academy and recap a bit of 2024 and all the amazing things that happened in the past year.

Welcome to AcuPro, a show dedicated to making Chinese medicine and acupuncture easy to grasp and fun to learn. Hi, I'm your host Clara Cohen. I support practitioners and students like you in changing the world one patient at a time. My goal is to share my passion for TCM and empower you to achieve superior patient care.

I love to showcase the amazing benefits of acupuncture because after all, acupuncture rocks!

Let me tell you a little bit about our New Year's Eve. Craig and I sit down, have a great dinner, and then we put candles and some nice background music, and then we recap all the stuff that happened in the past year, including our favorite moments, the favorite people that we met, the favorite places we've been, whatever that we want to share, both of us, it's so cool to recap and be grateful For what happened in the past year, we also talk about the challenges and how we could have handled them better.

And then we discuss what we want to accomplish in the new year with our health, family, friends, relationship, work, everything. And it's so much fun because we write it down and at the end of the year we can look and see if we have accomplished what we had said to say and do. Or not, but you know, it's a lot of fun and it's a great evening and we're usually in bed by 10 o'clock.

So no, we do not make it to midnight because we like to wake up on January 1st, take the dog and go for a hike. This is how we start every single year because to me, being outside in nature is what makes me happy. And it's the same for Craig. So this is how we celebrate the new year.

Every year we pick a word that will embody that year.

So in 2024, I picked the word growth and it has been such a growing year. First of all, I have to tell you what my husband and I tried this year and learn about.

Oracle cards. If you've never seen these, I had never heard of them before. Yeah, I know. If you know about them, you're thinking, , where have you been? But it was our first time because a friend of mine gifted me a deck of oracle cards. There are 52 cards in the deck she gave us and it comes with a little booklet.

So if you don't know what oracle cards are, it's so much fun. What we do is once a week, we shuffle the deck Pick a card, and then whatever the card says in the little booklet, it tells you what it is all about. So let me tell you the first time we did this article, what happened.

My husband picked first and he picked a card that said home and the description of this card in the booklet was all about how home is not just a space where you feel comfortable in your house, but also the people you surround yourself with.

The love you give. Home is supposed to be where your heart is, literally, and it was explaining all this and we were so connected with that and then we started talking about what it meant to him and to me and then he put the card back in the deck and we shuffled the deck and now it was my turn to pick up a card.

52 cards? I picked home. Mind blown! That was amazing because what I love about the Oracle cards is that Every time we pick a card, it has a description that we read, and then it allows us to have conversation, really deep conversation, philosophical conversation we never had before.

So it's really good for our relationship, but also for our self growth. So growth was my word last year. I'm going to tell you soon what my word in 2025 is going to be. But before we do, I grew a lot. In 2024, because the first thing I learned is how to create a podcast. I had no idea how I had to go and learn how to do so.

And January 10th in 2024, I created the AccuPro show and it has been such a growth journey. I absolutely love coming to you every week on Wednesday. With the AccuPro show. It's been so much fun to meet new guests, new people, learn a lot from everyone. , and for me to make an impact with more people that actually love to listen to podcasts.

So if you haven't followed the show yet, you can follow the AccuPro show on Spotify, on Apple podcast. It's completely free. And that way you don't miss out on all the weekly episodes.

And I'm proud to say we have reached 65, 000 download.

Now, something new I did in 2024 as well, because I knew that the podcast would take a lot of time and a lot of work. And so I needed someone to help me. So for the first time, I hired an assistant to help me with everything at For 10 years, I have been doing everything myself, all the content, all the posting, all the videos, everything.

I do it all. And it's a lot of work. So for the first time I hired someone and she made my life so much easier.

And because of her, I was able to bring you so much more content.

This year I had so much fun traveling abroad to teach live in person. I went to the UK, the Netherlands, Austria, and Miami, and I had a blast meeting so many TCM rock stars all over the world who like me love. Chinese medicine and its amazing benefits.

I will cherish those experiences in my heart because it was so much fun.

I also created for you 24 new videos on YouTube . I finally finished the bladder meridian at its point. Woo hoo!

I do a lot of reels or shorts, little short bites as well, which I put on YouTube and Facebook and Instagram and everywhere because those are kind of fun to have a little reminder, revision, or , something new that maybe you hadn't heard of before. So I love to create the short bites, But the long form really brings so much more impact.

So if you are not subscribed to my YouTube channel, Acupro Academy yet, please do so so you don't miss out on what's coming up in 2025. And I have playlist under my YouTube channel. So if you're looking for something, I have a playlist on treatment, on meridians, on On diagnosis, on foundation, all those videos are in one place.

So it's easier for you to look them up because often people will ask me, Hey, Clara, do you have a protocol for low back pain or have you ever made a video for low back pain? And I'm like, yes, I have, but not everybody can see all my videos, especially if you're not subscribed. So you look under the treatment protocol.

Playlist and you can found it there, right? I'm always trying to make everything easier for everyone. Also, if you're looking for something, go to my website acuproacademy.com and use the search bar because you can put things like tinnitus and see that I have written a blog on tinnitus, treatment protocol, and a video on it.

So all those things makes it much easier for you to find what you're looking for because all this content that I create is for you to benefit from and in turn your patient. Make sense?

2024 marked the 10 year anniversary of Acuprof Academy. I can't believe I've been doing this for 10 years. This is crazy how time flies. And so this summer I did something I've never done before. In July, I had a Zoom party. It was so much fun. , over 700 TCM rock stars From all over the world came and joined us and we had music and we talked about so many things.

I showed some needling. I needled my husband on the patio. It was such a blast to do this. And I had never done this and I'm so thankful for all the people that came and joined me live when I did this. It was a lot of fun. Now, this year I also tried something I had never done before, which is masterclasses.

And again, I love those because I feel like I connect to you so much more when we are live. So I did three Zoom live masterclasses, one on TCM diagnosis, One on headaches and migraine and one on how to grow your practice. Those three master classes are available in my store. So if you missed the live, the replay with all the information that was taught in those classes , is there for you to invest.

And then 2024 brought two new courses, Rebecca Stephen's Musculoskeletal Manual of Acupuncture Covering the Low Back and Hips, fantastic course. And in October, Dr. Sonia Tan released her balance system acupuncture course level one.

The feedback on this course has been amazing and level two is coming up at the end of January. So if you haven't invested in level one, you still can do that, but you will need level 1 in order to understand and grasp level 2.

Before we continue, I wanted to thank you for all your support. I receive DM emails and comments every day thanking me for all the work and all the content I share online. So I'm just so grateful and humbled by the love I receive I can't share them all, but I'll share this one.

I am grateful that I came across your videos a few years ago and discovered your work. Since then, I fell in love with you. I listened to you every day. My husband and children have been singing acupuncture rocks around the house ever since. It's not enough to say how much I adore you, how much I enjoy listening to you, how infectious you are, and how much you brighten up my day. I want to support your work and I've bought all your books. Even though my English is not perfect either because the comments was left underneath a video where I said I'm so sorry. My English sometimes is not the best.

It doesn't matter if English is not your first language, you can still benefit from everything that I publish. So thank you all again. I'm so grateful for everyone.

Okay. What else happened in 2024? I feel like a lot. I released a new PDF, AcuExams Made Easy, with a masterclass that was really geared to students to pass their boards. And it's been very rewarding because a lot of people have sent me DMs saying that they passed the boards because of what I've done on the AcuExams PDF, but also all the free content I share on a daily basis. So that just makes my day. One person said to me recently, I wish I could give you my tuition money because your teaching is better than any teacher in my school. And although that made me sad for the school and the teaching in that school, it made me very, very happy that I was able to impact another student.

is I finally published my AcuPoint Made Easy in French for my French audience.

I also started a YouTube channel. Instagram and Facebook in French. For those of you who are listening, if you are French, it's called Accupro en Francais, and it's been so much fun and challenging to do this in French because I'm so used to teach in English. It's not that easy. You would think it's my language, but it's not that easy.

Wow. So that was a lot. Now let's look towards 2025. What is my word for 2025? And I would love for you to tell me what your word is. If you're watching this on YouTube, please leave your comments below and let me know. If you are listening to this on the podcast, I would love for you to send me an email or a DM on Instagram at Acupro Academy or Facebook or anywhere

you follow me somewhere else to let me know what the word of the year you want to embody would be.

So my word for this year is flawless. Ooh, , I know I'm a bit of a perfectionist, but that's not what it's supposed to be.

I want to embody easy, seamless. free flowing, just be like water element, just flowing smooth, like a liver chi that's smooth, right? I want to embody things that are simple and easy and not make it hard, complicated or difficult. That's what I'm looking for towards this year. And let me tell you what I'm bringing to you this year.

, 24 new long form videos on YouTube, weekly podcast every Wednesday. We have a lot of new guests coming and some coming back because you love them so much. Have you listened to Yvonne Farrell's podcast yet?

Oh my God. She gave a masterclass. I was so humbled by that interview. I'll put the link below if you haven't listened to it. You absolutely need to.

I am going to travel to New Zealand. and France this year and Portugal. I'm so excited because it's so much fun to travel, first of all, with different cultures, different places, and I get to enjoy the place as well as often I get to teach, which is so much fun to do both. So that's something I'm excited about.

I'm bringing you more courses. Like I said earlier, Sonia's level 2 of the balance system is coming at the end of January. Rebecca Stephen, Musculoskeletal Manual of Acupuncture. Part two is also coming this year. I am working on releasing a menopause course.

Yes, because after my fertility and pregnancy, I love women's health. I wanted to finish off with menopause, which I went through. I'm in my late fifties and I want to share how we can help our patients when it comes to menopause and perimenopause because so many of them are having such a hard time, right?

And there's not a lot of options for them out there. I'm also working on my fourth book, but I don't think it's going to come out this year because it's a lot of work. I'm working on a Chinese herbal and formula. Uh, book illustrated, yeah, are you excited about this? Oh my God, but it's taking me a long time.

So I just don't think it's going to happen this year, but I'm working on it. I'm also working on an auricular or ear acupuncture course. Cause I know a lot of you want to really understand how to use this powerful microsystem, which is my favorite microsystem. So that's coming as well. And because you told me you benefited so much of the live Zoom masterclasses, I'm bringing some more of those your way as well. Because I want to make more impact, and I want to reach more people with Chinese medicine.

, and to finish off, I am going to publish my two other books, Chinese Medicine Made Easy and Chinese Medicine Treatment Made Easy, in French as well. Now you understand why I had to hire an assistant to help me? Yeah, okay. Because I gotta keep everything in balance and everything seamless, flawless.

And smooth, because that's the word of 2025. I wanted to thank you for all your support. You are amazing TCM rock stars. Don't ever forget it. much fun creating content, connecting with everyone And make sure to follow me on social media because I post daily on Facebook for the last 10 years, I've posted daily on Facebook.

Is that crazy?

Happy 2025 to you. Wishing you the best and no matter what, keep rocking it using TCM because after all, acupuncture rocks!